



WPEC  
1100 Fairfield Dr  
West Palm Beach, FL 33407

McLaughlin & Associates  
566 S RI 303  
Blauvelt, NY 10913

# Contract # 1393814

Schedule Dates 10/22/12-10/28/12  
Advertiser Florida Integrity In Government (74666)  
Agency McLaughlin & Associates (9012)  
Product POLITICAL ISSUE (ns) (1187)  
Brand FL 4 INTERGRITY GO (480436)  
Salesperson TeleRep/DC, Washington DC (2995)  
Sales Office TeleRep Washington DC  
Buyer Name CAMPBELL, MARIANNE  
Phone/Fax /  
CPE 582  
Account Types National/Political Issue Agency BRD  
Billing Type Weekly/Irregular  
Comments FL 4 INTERGRITY GO  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

Date Entered 10/16/12  
Last Modified  
Entered By Nancy Brutus  
CO-OP No  
Headline # 06374531  
Demo A35+R  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$3,067.50  
Net Total \$17,382.50  
Sales Tax

West Palm Beach (WPEC)		
By Broadcast Month	Spots	Rate
Oct 2012	23	\$20,450.00
<b>Grand Total:</b>	<b>23</b>	<b>\$20,450.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 1.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	9A-10A (EST)	3	X	X	X	X	X			3	\$375.00	\$1,125.00	West Palm Beach (WPEC)		10/16/12
Est 2.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	12P-12:30P (EST)	3	X	X	X	X	X			3	\$650.00	\$1,950.00	West Palm Beach (WPEC)		10/16/12
Est 3.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	4P-5P (EST)	2	X	X	X	X	X			2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/16/12
Est 4.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	5P-5:30P (EST)	2	X	X	X	X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/16/12
Est 5.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	5:30P-6P (EST)	2	X	X	X	X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/16/12
Est 6.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	6P-6:30P (EST)	4	X	X	X	X	X			4	\$1,125.00	\$4,500.00	West Palm Beach (WPEC)		10/16/12
Est 7.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	7P-7:30P (EST)	2	X	X	X	X	X			2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/16/12
Est 8.0	Unapproved (Hewl.) on credit hold / SPOT	10/22/12-10/26/12	3	:30	11P-11:30P (EST)	2	X	X	X	X	X			2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/16/12
Est 9.0	Unapproved (Hewl.) on credit hold / SPOT	10/27/12-10/27/12	3	:30	7P-7:30P (EST)	1						1		1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/16/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Accepted-Station:	Date:	Comments:
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WPEC-TV  
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566 S R 303  
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**Phone/Fax** /  
**CPE** 582  
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**Billing Type** Weekly/Irregular  
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**Net Total** \$17,382.50  
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**West Palm Beach (WPEC)**  
**By Broadcast Month** Spots Rate  
Oct. 2012 23 \$20,450.00  
**Grand Total:** 23 \$20,450.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
Est 10.0	Unapproved (New) on credit hold / SPOT	10/28/12-10/28/12	3	:30	9A-10:30A (EST)								1	1	\$1,675.00	\$1,675.00	West Palm Beach (WPEC)		10/16/12
Est 11.0	Unapproved (New) on credit hold / SPOT	10/28/12-10/28/12	3	:30	10:30A-11:30A (EST)								1	1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/16/12

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## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b>	<b>Date:</b>  10.11.12
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I, McLaughlin & Associates  
do hereby request station time concerning the following issue:

Election - SD

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
<p>WPEC # 1393814</p>					

**Total Charges:**    \$20,450\*

This broadcast time will be used by: Floridians for Integrity in Govt

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
                         
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Floridians for Integrity in Government

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):  
Todd Richardson, Chair

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

10.11.12  
Date

\_\_\_\_\_  
Signature

203.966.9757

\_\_\_\_\_  
Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**



Accepted



Accepted in Part



Rejected

Lillie K. Roberts Lillie K. Roberts Sale Director  
Signature Printed Name Title



# RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A  
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF  
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: FLORIDIANS FOR INTEGRITY IN GOV'T PARTY: \_\_\_\_\_

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: Marianne Campbell  
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin & Associates  
566 S. Rt 303  
Blauvelt, NY 10913

PHONE: (845) 365-2000 FAX: (845) 365-2008

EMAIL: \_\_\_\_\_

Information Requested: Rates & Averages

Final Disposition: Order placed \$20,450\*

If Committee, list officers and position: Todd Richardson, Chairman

TAKEN BY: Carey Blair DATE: \_\_\_\_\_ TIME: \_\_\_\_\_  
T'Rep Wash.